

Please amend the application as follows.

In the claims:

15. (Amended) The system of claim 14, wherein the customer is located at a remote location from the merchant.

16. (Amended) The system of claim 14, wherein the product that the customer wants to virtually try on is eyewear.

Al 17. (Amended) The system of claim 14,
wherein the circular iris appears elliptical if viewed at a nonperpendicular angle by the imaging device, so that the iris has a longest diameter which is a major axis of an ellipse, and
wherein the longest diameter is the invariant diameter of the human iris.

REMARKS

The Official Action mailed October 22, 2002 is the first Action in this case. This Official Action rejects all of the pending claims, which are claims 1-17. The only pending independent claims are claims 1, 9, 13, and 14. All of the claims are rejected under 35 U.S.C. 103(a) as being obvious from *Gao* (WO 00/16683) in view of *Foley* (WO 01/98862), both of which were disclosed in the August 14, 2002 Information Disclosure Statement. Applicant respectfully requests allowance of the pending claims in view of the foregoing amendments and the following remarks. Claims 15, 16, and 17 are merely amended to correct a typographical error.